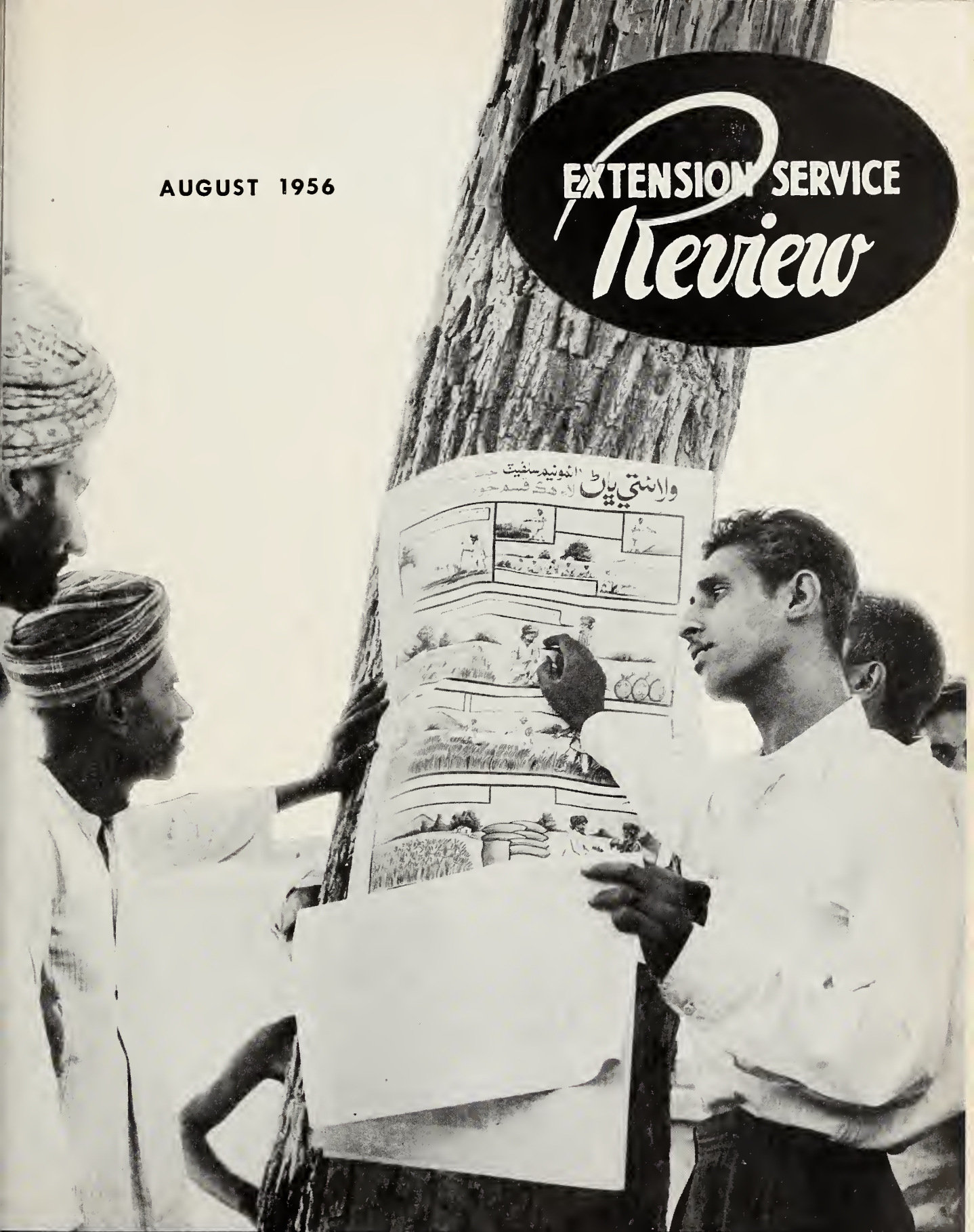


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AUGUST 1956

EXTENSION SERVICE *Review*



Prepared in Division of Information Programs

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 31, 1955). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

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EAR TO THE GROUND

If your bulletin rack has that droopy look, see the back page of this magazine for one way to keep your bulletins upright and inviting. A suburbanite who saw the page said, "I wish some one would dream up a convenient way for a farmer to keep his Extension bulletins handy and clean." Any suggestions from you readers close to the farms?

Please note on our center spread this month a revival of the feature, News and Views. You Extension workers for whom this magazine is written must have even better experiences than those that appear on pages 144 and 145. Please send post-haste to editor. Photographs, too, are as desirable as apple pie a la mode.

Speaking of photographs, we are practically desperate for cover photographs of good quality. Action photographs that help to tell a story or illustrate an Extension principle are Class A. Perhaps we should start a contest and offer a prize for the best 12, one for each month of 1957. Any takers?

Just to prove that we are not completely devoted to the "gimmies" this month, here's a word about the interesting articles on program projection in store for you next month. The September issue will bring you the experiences of about 16 States in this intensive effort to "broaden the base and clarify the target in Extension work" as Associate Director Youngstrom of Idaho puts it. Associate Director Ballard of Oregon has also written an inspirational article that may set our sights anew.

In Lincoln Co., Wash. the people like the idea of diagnosing and prescribing for their own problems. T. M. Hepler, Extension agent in Montgomery Co., Va. says, "It has brought people together and helped them see their needs more than any other Extension planning program we've ever had."—CWB

COVER PICTURE — Methods of reaching and teaching people are pretty much the same the world over. Here an agricultural inspector is using colored posters to encourage the use of ammonium sulphate in the Dadu district of Pakistan. Photograph by courtesy of International Cooperation Administration, Karachi.

*A County Extension Team
Visualized a Talk on
Public Affairs that was*

HEARD and SEEN in 100,000 HOMES

J. ROBERT KERN, Assistant Extension Editor, Iowa

COUNTY extension workers can do something in public affairs education. The staff at Franklin County, Iowa, has stacked up strong evidence on that point.

Consider it: In about 6 weeks the four-person staff has taken to 25 Franklin County groups a 1-hour presentation on Understanding the Income Situation in Agriculture. An estimated 1,500 citizens of the county have been in those audiences. Through 3 television programs the staff placed its presentation in about 90,000 central Iowa urban and rural homes. And at the request of Secretary of Agriculture Ezra Taft Benson,

the staff gave its program to the President's advisory committee on agriculture, the Federal Extension Service, and again for agency representatives of the Department and farm organizations personnel, plus a showing for an Iowa senator and his staff.

The audience size and the invitation for the 2-day Washington whirlwind of presentations give pretty strong testimony to the quality of the job this Franklin County staff performed. You could fill a book with individual reports of viewers that would line up on the same side.

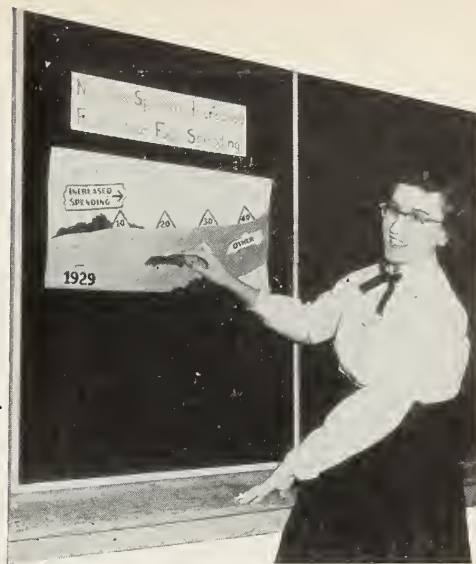
Now, how did they do it? It started

as all good county programs in Iowa do, with the staff and the elected County Agricultural Extension Council which supervises the county program. These four staff members—Extension Director Eber Eldridge, Assistant Extension Director R. Pearl Kelsey, Extension Home Economist Mrs. Ellen Thomas, and Extension Youth Assistant Carl Rehder—suggested a highly visualized, team presentation on this subject as a possible program. They roughed out their ideas in a presentation to the council. The council's reaction was emphatic. Members said to give the project first priority and get it before as many Franklin County folks—rural and urban—as possible.

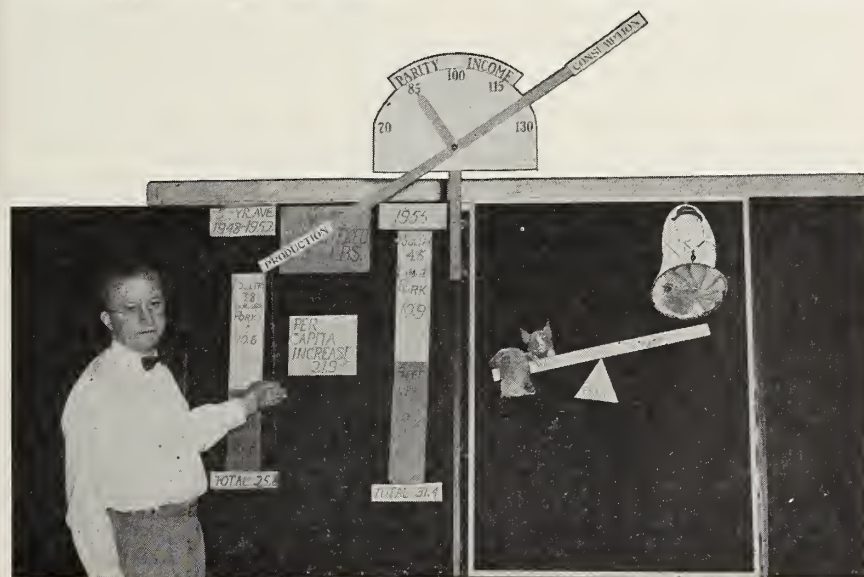
With that go-ahead the four folks undertook a tremendous job. They framed the presentation into five sections: What are the facts of the present farm income situation? What are the facts on the general economic situation? What is being done to help? What programs are suggested as helps? What are the problems of the future?

The staff found the foundation material for their presentation in the program help available from the Iowa State College folks who specialize in public affairs information and program. They organized their presentation from this material, much of it coming from Extension Economists Wallace Ogg and Carl Malone. And they put their major effort on the

(Continued on next page)



Mrs. Ellen Thomas, one member of the Franklin County, Iowa team.



R. P. Kelsey uses simple visuals to make his point clear.

method of presenting it . . . visualizing and dramatizing cold economic facts into interesting, lively, understandable realities. The first four sections were the "provable facts," the final one the opinions of experts.

The presentation of this mountain of information was worked into a fast-moving team program that takes about 60 minutes. More than 150 different pieces of illustrative art, the majority of them developed by the staff members themselves, go up on the four flannelboards to illustrate facts and then are withdrawn to make way for others during the hour. Within the 60 minutes the speaking responsibility passes from team member to team member 24 times. That means a series of short talks tied together to make a snappy presentation with change-of-pace to keep audience thinking moving right along with the facts.

You'll see some of the visual ideas in the pictures that accompany this story. You can see that they aren't fancy. There was no big dollars-and-cents bill for art work. But the audiences have shown repeatedly that these are effective visuals—effective because they backstop the story and point the way to clarity in a public affairs area that's rife with confusion.

The Franklin County staff adheres to facts—provable facts—in this program. The four folks report facts . . . they report—labeled as such—"opinions of experts." They take no sides, they offer no opinions of their own, they do not detract from any opinions of others, they support no views except their view that decisions in democracy are made by the people, and the people who have the facts can make wisest decisions.

The Franklin County staff is a good staff. You'd have trouble finding a better balanced, more capable one in Iowa, or perhaps outside of Iowa. But the four folks are not trained economists nor are they unusually trained as communicators. They are good, sound extension workers. They claim no greater capacity for work in public affairs than you'll find in all good county staffs. They say, and they mean it, that "If the Franklin County staff can do it, any county extension staff can."

Satisfactions in Extension Work

GORDON NANCE

Professor of Agricultural Economics, Missouri

ON NOVEMBER 2, 1917, I became an emergency county extension agent. On January 1, 1956 I retired as extension economist. With the exception of 1 year I spent the intervening 38 years in the Extension Service.

To me, extension work has been a highly satisfying life. It has given me as much as I reasonably could expect from any job.

My associates, professional and otherwise, have been among the most worthwhile people in the counties in which I've worked as agent, in the States in which I was extension economist, and those from other States with whom I worked on regional and national problems.

Extension has provided ample opportunity for the development of whatever talents I may have; in analysis, to determine what programs are needed; in administration, in planning and carrying them out; in salesmanship, to achieve their general acceptance; in ingenuity, to meet the problems encountered; and in public relations.

Steps in Progress

As an extension worker I can remember a good many pleasant experiences. One year, 80 percent of the family milk cows in my county were tested for tuberculosis, and the reactors sent to slaughter, but in 2 years, 76 of the 83 scrub dairy sires were replaced by purebreds. In 4 years, "endless chain" pig clubs replaced most of the scrub hogs with high grades. In the early 1920's, I saw farmers weather the depression by following methods I recommended, while their neighbors, who scorned "book farming," lost their farms by foreclosure. The income from cotton for my State was increased 25 percent in 4 years by a cotton production and marketing program.

A producers' marketing association

was organized that now handles 90 percent of the milk used in a half million consumer area. The 4-H Club members were the first to break the trail to the university that is now attended by many of the promising young people of their counties. A 15-year-old club boy visited his county seat for the first time when he went to show his pig. The first bank he ever saw was the one that donated his prize money. He later became cashier of that bank and is now an executive officer of one of the larger banks in his State. Most extension workers have memories like these.

When I think of this progress I wonder if I could have been as useful in any other job.

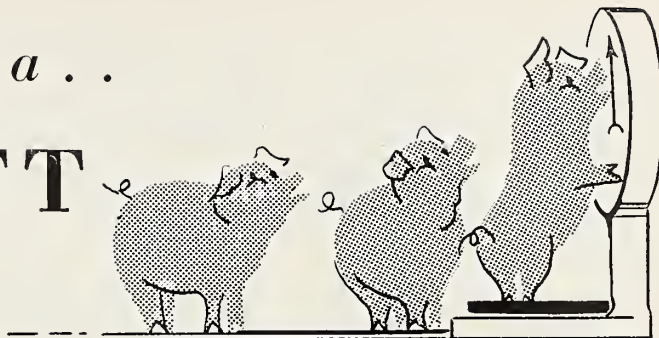
Extension has been satisfactory, also, in purely selfish respects. Extension work has given me about as much recognition and prestige as I deserve. This is not said in modesty, but as the cold-blooded appraisal of an economist. It has given me probably as much as I would have achieved in any other vocation.

Last, but by no means least, to an economist with Scotch in his ancestry, the financial rewards have been adequate. My salary has never been large, yet we have been able to live comfortably with enough for retirement. As wise old Judge Caverno told me when I was considering changing jobs, "If you are living as well as you want to on a job you like, why take a job you like less to make more money." Taking all these into consideration, I doubt if I would have been happier in any job other than Extension.

I can recall the phenomenal developments in agriculture and Extension work in the last four decades, and say, "All of this I saw and a part of it I was." I can look back with satisfaction and forward with confidence to even more phenomenal changes. To be a part of it is a great joy.

Minnesota Promotes a . .

PORK LIFT



BY APRIL 1, 1956, "pork lifts" had been staged in over 100 towns in 24 Minnesota counties. Their purpose: to increase the sales of pork to housewives and at the same time encourage farmers to market their pigs. The pork lifters hoped to get housewives back in the pork-buying habit by informing them of pork's low price, its many uses, and nutritional benefits.

The idea for the pork lift started in June 1955, as the livestock committee of the Minnesota Farm Bureau, the chain stores, and the Food Retailers' Association got together and talked over the problem. On November 1 a larger meeting was held by meat packers, marketing interests, and the National Livestock and Meat Board.

County agents and extension spe-

cialists joined in the lift in each town with programs on the meat-type hog and the many uses of pork in meals.

In addition to far more pork-buying, the lift had other effects: In St. Peter, Nicollet County, pork prices rose—for example, pork loins rose 16 cents a pound. Live hogs increased from \$11.15 up to \$14 a hundred pounds at a St. Peter buying station.

Much of the credit for the pork lift's success goes to the local chambers of commerce, who got squarely behind the program. For example, the St. Cloud Chamber of Commerce spent about \$20,000 in advertising. The Daily Times put out 5,000 copies of its paper in which the lift was featured, and the chamber of commerce bought 5 tons of hams to give away.

Firms not even involved in meat sales cooperated. One electrical appliance company of Rochester dressed each of its 10 employees as a pig. Each pig had a name, tied into the particular appliance his section sold. The 10 pigs gave away 500 pounds of sausage and 1,200 pounds of lard to housewives who came in to look at appliances.

The firm also allowed a farmer 20 cents per pound of all his pigs sold on a certain day during the pork lift toward the purchase of one of the larger appliances — a refrigerator, home freezer or TV set.

Struck by the operation's phenomenal success in moving pork, the St. Peter Weekly Herald ran a two-column full-length editorial on the success of the pork lift in Nicollet County.

Contrary to some expectations, the pork lift didn't cut down on beef sales. It did, however, reduce poultry and fish sales a little.

Nicollet County Agent Fred Wetherill believes that the pork lift resulted

in a 200 percent increase in pork sales during the period. Everett Seibert of St. Peter sold 6,300 pounds of pork during the week, 5 times as much as he had sold in the same time a year ago. He, too, noticed no reduction in beef sales.

Wetherill was one of the agents asked to take the lead in his county. "We met with 12 St. Peter businessmen and 2 farmers to discuss whether they would be interested in a sales promotion and educational program. All were very much in favor, but the organization was left up to the editor and me.

"We contacted a number of key businessmen with favorable results. I wrote to all businessmen in town, explaining the situation about pork prices, the lowered swine income to farmers of the area and the advantages to the housewife who buys pork at present low prices. I explained the committee felt the program should be voluntary for each businessman.

"It seemed an impossible job to get started, but it began to snowball and I have not seen any program that has turned out as well as this and as enthusiastically supported. Town and county people consider it a very successful event. I've had favorable comments from both groups."

These teaching aids helped county agents in their pork lift promotion: "Hogs for Profit," a film produced by the University of Minnesota Agricultural Extension Service, "The Meat-Type Hog," a film produced by the University of Illinois, a slide set on the meat-type hog developed by Extension Livestock Specialist Henry G. Zavoral, and "Pork Pointers," a fact sheet on preparing pork in meals by Mrs. Eleanor Loomis, extension marketing specialist.



Mrs. Mark Hinnenthall of St. Peter gets some information on pork value from Fred Wetherill, Nicollet County Agent and chairman of the pork lift.



Alaska's New Marketing Project - - -

"A Nugget Buy"

MRS. MARY ANN H. GALLAGHER
Extension Information Specialist, Alaska

ALASKA's new gold rush is for "nugget buys"—Alaskan truck, dairy, and wild fruit products.

Behind the "nugget buys" is an information and promotion program for Alaskan products that expands each year. A Nugget Buy is the trademark. "Nugget—the potato" is the animated personality who tells the story of Alaskan products.

"Nugget" was given a territorial-wide introduction to retailers and consumers the summer of 1955 by Stewart Durrant and H. P. Gazaway, a two-man committee representing the territory's chambers of commerce. Durrant is manager of the Matanuska Valley Farmers Cooperating Association. His partner is the University of Alaska Extension Service marketing economist and head of economics research at the Alaska Agricultural Experiment Station. The two men, with the help of an advertising agency, designed and distributed more than 2,000 "nugget buy" banners to 20 Anchorage merchants. Samples were sent Juneau and Fairbanks chambers of commerce.

"Nugget's" story is that Alaskan produce is not only a bargain buy of the finest quality, but an investment in local industry, payrolls, and future prosperity of all Alaskans. The Governor of Alaska, B. Frank Heintzleman, boosted the program when he proclaimed an Alaska Farm Week from August 28 to September 3. Extension Service home demonstration agents supported "nugget buys" with press releases, radio and television

programs, and work with home demonstration clubs.

The two-man committee visited grocers to suggest ways Alaskan produce could be displayed. One of the largest independent supermarkets in Anchorage featured Alaskan products in its annual "country carnival." The Carr's Food Center manager exhibited Alaskan shrubs, flowers, fruits, vegetables, and potatoes. More than 20,000 customers saw the display which was sold at the close of the week.

Gazaway and Durrant arranged with growers to donate produce for a week's window display in a large Seattle department store. Ed Wolden,

advertising and promotion manager for Carr's Food Center, arranged for the shipment and display in Seattle. They are repeating the display this summer. Farmers are interested in such promotion, Gazaway said, but they need someone with marketing experience and time to help them coordinate their efforts.

The "nugget buy" was the first step in Alaska's extension marketing project. When Gazaway outlined the project for extension agents during their annual conference in October, he offered to help agricultural agents working with farmers to improve their efficiency in production, handling, and sale and use of truck crops, including potatoes. He proposed that home demonstration agents expand their consumer education program to include information about availability, variety, quality, comparative grades and value, selection, and storage of Alaskan produce.

Alaska's marketing problems are unique, Gazaway said. Agencies, services and information available for farmers, retailers, and consumers in the States are not active in the Territory. The relatively inexperienced Alaskan farmer faces established competition from the States. The competition offers grocers a dependable supply of uniform products on a year-round basis with full services to the buyer. Alaskan farm cooperatives offer some help to their mem-

(Continued on page 150)



James Thibodeau, produce manager of Carr's Food Center, adjusts sign for Alaska produce week "nugget buy" above display of locally grown vegetables.



Does the name EXTENSION ring a bell? *Too often not.*

◀ JUDITH B. KOENIG, Assistant Extension Home Economist,
Franklin County, Pa.

IF YOU were to ask a fellow extension worker, "What is Extension?" you could probably count on an accurate answer. But, what kind of an answer would you get if you asked a stranger on the street that question? Chances are that he'd look at you strangely, shrug his shoulders, and say, "I don't know."

This isn't uncommon, nor is it an exaggeration. The majority of people don't know what Extension is, or what it has to offer. It's our job, as extension personnel, to bring Extension to the attention of the people.

It hasn't been too long ago that I became a member of the extension family. In fact, I'm still referred to as the "baby" in my county. As a recent college graduate, I'm still answering the usual question, "What are you doing now?" When I explain that I'm an extension worker, I get a blank look followed by numerous questions pertaining to my job.

And within the county itself, Extension is often unheard of. How many times I've mentioned my official title to local merchants, farmers, and

businessmen only to end up with explanations as to who and what I am, what Extension is, et cetera!

After months of explanations I found myself asking, "Why don't these people know about Extension? Here it is. A service set up for the people of the State. A service that is free for the asking, and it is unknown. Why? How could I as an extension worker, help to make more people aware of this service?"

The answer seemed obvious—utilize one of the mass medias, the newspaper. It was then that I began writing a series of articles about Extension. Each article in the series covered a different phase. The editors of the local papers were pleased with the idea and with the articles, and they willingly cooperated.

My first article was an introduction to Extension, entitled, "What is Extension?" In it I endeavored to explain exactly what the service is, who operates it, and how it is financed, and who benefits from it. This was followed by the second article, Meet Extension, which introduced the office staff with brief biographical sketches

of the personnel, and explained briefly what the extension people do in the county and in the office.

These two articles were followed by articles on other phases of extension work. Each article in the series was informative, and yet served as a means of publicizing the activity. The result? Numerous people whom I met through business or social event eagerly said, "Yes, I know of Extension. I've seen articles about it in the paper." More people are asking for publications, and the office phone rings more frequently. Interest in Extension has increased, and above all, I don't have to explain what Extension is as often as I did before.

This isn't by any means a complete solution to the problem of informing more people about extension work, but it is a start. I don't know how many other counties have met with this same problem, and I don't know whether or not this same sort of thing would work elsewhere, but if this is a common problem, writing such a series might be a step in the right direction. It's at least worth a try.

Our Office? It's the Barn with Twin Silos

"The barn with the twin silos" is the way Ramsey County, Minn., extension agents describe their new office home at 2000 White Bear Ave., St. Paul.

On March 1 the Ramsey County extension office staff moved from a crowded office in the St. Paul City

Hall into commodious quarters in the red brick barn formerly used by the Ramsey County Home. These quarters include five offices and a kitchen 24 by 34 feet, which can be used for project training meetings for homemakers and for 4-H leaders. The kitchen is equipped with storage

units, as well as two ovens and a refrigerator donated by the 4-H leaders' council. 4-H leaders helped make attractive curtains for the kitchen and the offices.

The remaining 180 feet of the barn is used for exhibits and displays for the Ramsey County Fair. The adjoining granary is used for 4-H demonstrations and booths during the fair, the machine shed for exhibits.

NEWS and VIEWS



Where Credit is Due

In spite of competition with other meetings, 170 local leaders, county and State Extension workers met in Greenfield, Mass., to honor leaders in 4-H. It was Massachusetts' seventh annual State 4-H Leaders' Day.

The theme of the main assembly was Safety Is in Your Hands. Following short talks by specialists from the National Safety Council, University of Massachusetts, and local fire and police departments, the local leaders divided into buzz groups, each assigned a special phase of safety. Secretaries reported discussions back to the assembly, and these were later distributed to all local leaders in the State.

After the citations were made, E. W. Aiton, national 4-H Club director, spoke on What 4-H Leadership Can Mean to You. He said: "As leaders you have a chance to be on a worldwide service team, helping the youth of today develop a feeling of security and values to live by, at the same time that they are learning skills and acquiring useful knowledge."



Extension Award Winners

For exceptional and outstanding service in Extension work, the following persons, pictured above at the Department of Agriculture, received the Distinguished and Superior Service Awards June 5, 1956:

Front row—left to right: J. Virgil Overholt, Ohio; Livio Lefebvre-Alvarado, Puerto Rico; Fannie Mae Boone, Arkansas; Verna M. Criss, Pennsylvania; Mary L. Summers, Missouri; Blanche Goad, Mississippi; Lyman H. Rich, Utah; and Earl G. Welch, Kentucky, received Superior Service Awards.

Back row—left to right: C. M. Ferguson, Federal Extension Service,

Distinguished Service Award; Jesse M. Barbre, Oklahoma; J. E. Carrigan, Vermont; J. D. Prewit, Texas; Merle D. Collins, California; Ivan D. Wood, Federal Extension Service; Paul L. Putnam, Connecticut; William F. Greenawalt, Pennsylvania; Robert S. Clough, Missouri; Leo Barnell, Nebraska; and John W. Holland, Kentucky received Superior Service Awards. Others receiving the Superior Service Award not shown are: Byron Dyer, Georgia; E. R. Jackman, Oregon; Robert A. Lamar, Oklahoma; Estelle Nason, Maine; and the Clay County Extension Team, North Carolina.

Tips for Farmers on Financial Management

Here are some pointers packed into a small space that may be helpful to county extension workers. They are in the last part of an article in the Agricultural Finance Review, November 1955. Entitled "Financial Management for Farm People," it was written by Lawrence A. Jones of the Agricultural Research Service, U.S.D.A., Washington 25, D. C. Reprints of the article may be obtained from Mr. Jones. He says, "To be successful in financial management, farmers should establish goals, analyze resources, develop and implement farm and home plans, and understand a few basic principles of income management, credit use, and investment practices. Often, however,

the extent of success is related to the use of simple practices and techniques. These constitute the tools that help the farmer do the job. Many such techniques will need to be devised by farmers themselves, but a few suggestions follow:

1. Record keeping. Records are needed of receipts, expenditures, and changes in debts and inventories.

2. Analysis of records. Only by a periodic review of records can financial progress be adequately measured.

3. Written plans. Although not essential for many farmers, steps toward farm and family objectives can best be kept in mind and fulfilled when scheduled in writing.

Down with Weight . . . Up with Morale

With health certificates from their doctors, 32 Christian County, Ky., women enrolled in an extension class to reduce their weight safely.

Classes sponsored by Mary Ellen Murray, home demonstration agent, were held once a week for 5 weeks. Guest speakers were the State nutritionists with the health department, the county health doctor, and a mental health specialist. Charts, booklets, films, and food demonstrations kept the class interested.

At the last meeting, the members said they felt better, had fewer colds, less back aches, and more energy. In many instances, their outlook on life changed to a better one. By working together in this endeavor, each bolstered the other's morale.

The class had far-reaching effects in the county. It was discussed frequently wherever women met. This was one reason why foods was selected by the majority of homemakers for their next project.



Shall the Bill Pass?

One day of the annual Ohio 4-H Club Congress is devoted to a Know-Your-Government experience. Preparation starts at least 6 months ahead with the selection of a bill that will interest delegates and is debatable. Examples are bills regulating transportation of farm implements on the highways, requiring pasteurization of milk on farms, making certain requirements for auto driving permits, and making provision for vocational guidance in schools.

The 1956 bill concerns the establishment of junior colleges over the State. Resource persons prepare argu-

ments for and against the bill. Provided with a brief on the bill, county extension agents arrange a meeting of their delegates with their local legislators to discuss the lawmaking process and the merits of the bill.

The officers who have been selected and those who are to argue the bill get together the day before the program for a briefing by the clerk and speaker of the House of Representatives. In 1956, Dr. Harvey Walker, professor of political science, discussed the lawmaking procedure before the boys and girls went to the capitol. There they participated in a good demonstration program on the way a bill becomes a law.



Ohio 4-H Club Congress meets.

That Long Arm of the Extension Service

4. Thorough study. Farming today involves many complex financial choices that require information and study before decisions are made as to farm and family expenditures, insurance, credit, and social security.

5. Family council. Many financial decisions should be made only after family discussion. The family is affected, and its full cooperation and understanding are needed.

6. Professional counsel. Advice on financial matters is as important as it is on farming technology. It may be obtained from bankers, other lenders, insurance and investment counselors, and attorneys.

Everyone knows that children learn best by being shown. This is the reason that Mary Alice Montgomery, a teacher of retarded children took them to a farm, as a part of their training in occupational choices. Wayman Johnson, assistant State extension supervisor in South Carolina, and the county agricultural agent, R. W. Smith, were invited to accompany the children. The trip to the farm had been preceded by appropriate instruction in the classroom. Each child had made something, a duck, a barn, hogs, cows, and placed them on the small farm that the children put together. So they were prepared in this way to



City children visit a farm.

understand the explanations which the men gave them about the farm animals, tractor, barn, garden and the canned and frozen foods in the house.

The teacher reported that the children learned well from this experience, because they saw the actual objects and experienced the subject for a little while in its natural setting.

As Mr. Johnson points out, "In the new approach to farm and home development, the same principles of teaching are being used. Adults as well as children learn quickly through personal experience."

Extension Education Is Spreading . . . *in EAST ASIA*



DAVID E. LINDSTROM*

THE EXTENSION idea is taking hold in East Asia among the free nations of that part of the world. This was clearly evident in the discussions at the East Asian Rural Reconstruction Conference held at the International Christian University in Tokyo, Japan, last August.

Only the free countries of East Asia were represented. Farmers as well as government officials were invited and came. This was the first time in history that farmers had been included in such a meeting in this part of the world.

Evidences of extension organization were reported by delegates from almost all of the countries. These countries, forming a fringe of free countries around Red China, included Cambodia, Ceylon, India, Indonesia,

Japan, Nepal, the Philippines, the Republic of China, Okinawa, Thailand, and Vietnam, with an unofficial delegate from Korea.

How Extension works was the theme of the two workshops and three round table discussions held during the 6-day conference. Then 4 days were spent on field trips to see something of Japan's extension work and experiment station results.

The economic and social situation facing these free countries is very difficult and critical. Production is generally low, although Japan is an exception. Rice is the chief crop. Cereals produced are mostly consumed in the countries. Methods are primitive and generally tied to traditional usages. Agricultural research is not well developed. Extension Service and community development programs are only in their beginning stages.

Improvement of social conditions is coming through community development, the elimination of the caste system, the creation of community

organizations, the stimulation of discussion among rural people to work together to find solutions to their own problems, and the development of programs for farm women and youth.

Better production techniques, the building of roads, the development of rural electrification, and similar programs go hand in hand with health, nutrition, and literacy improvement programs.

Methods for improving living conditions through increased production, diversification of agriculture, and cottage industries were generally agreed upon. Education, including extension education, must be looked to as a chief means to this end. School teachers must be trained not only to teach in schools, but also to help educate the people of the community, technically and culturally.

The ultimate aim is to encourage self-help and free expression so that in time rural people may develop their own free and democratic organizations and institutions.

"When You Step Out"

A new 4-H project, When You Step Out, was organized in Westmoreland County, Pa., and was so popular among the 27 club members that they want to have a second year's project. Both boys and girls, no younger than 15, belonged.

Each of the six project meetings covered a different topic. Basically the project was designed to help the young people gain poise and confidence by learning how to do the accepted thing on occasions of public appearance.

Etiquette in traveling, being a guest and writing invitations and thank you notes were discussed and practiced by the group. They wanted to know also how to apply for a job. Two representatives of a business firm put on a skit which provoked a spirited discussion afterward on the do's and don'ts of job seeking.

How to select clothes and care for them was a very popular subject among both boys and girls. A tour of a local department store added to the interest and gave substance to the discussion.

In preparation for the dinner dance

at a hotel, which wound up the project, a meeting was held to talk about table manners and related etiquette. Here was the chance to put into practice some of the techniques in behavior that the boys and girls had talked about.

Members were enthusiastic about the club. Some of them said that they had made new friends and they felt more at ease when they knew what to do. The club was directed by Lucille Johnson, Assistant Extension Home Economist, and Austin Edgington, Assistant County Agent of Westmoreland County.

Miniature UNITED NATIONS at Work

MRS. ELEANORE G. TOMPKINS
Extension Home Economist,
Philadelphia County, Pa.

ON MY way to the first meeting with a group of 4-H girls in the Tasker Homes development of Philadelphia County, Pa., three boys of assorted ages approached me and wanted to know if they could have a 4-H Club. After explaining that the county agent would be starting a boys' 4-H program to include projects in electricity, insects, flowers, and others, the boys without hesitation said, "We want to cook."

I hastened to explain what a foods project entailed. The boys listened attentively, asked a few questions, then disappeared. At the close of the meeting with the girls, the 3 boys and 2 additional recruits appeared



The Tasker Chiefs, 4-H Club boys, learned many lessons besides cooking.

at the Community Building. Pleased with themselves, they announced they'd not only found a leader but also had lined up 10 prospective members. In the same breath, they informed me their club would be known as the Tasker Chiefs.

As the summer progressed, the boys prepared, consumed, and relished soups, salads, cookies, biscuits, and casserole dishes. Many learning experiences followed. Hilario, a 10-year-old Filipino, had to be convinced that parsley and celery were not the same.

Stanley, of Polish background, had to be reminded that a clean dish towel was not first to be used as a neckerchief. George, a teen-ager, wanted to eat his cantaloupe picnic style, minus a spoon. Frank and his brother, Eddie, armed with their 4-H cookbooks, vied with each other to set the table correctly. So the miniature United Nations worked and lived together through the summer club season. During the school year, they meet once a week on a new foods project.

Teach Us To Sew—Appeal of Mothers in Trailer Park

Sewing machines are setting up a regular hum in a trailer park in Dundalk, Md. A group of housewives



Mrs. Gordon Roff and daughter are pleased about a new dress being made.

who live in some of the newest and most modern trailers appealed to Home Demonstration Agent Margaret N. White of Baltimore County for help in sewing and how to use their machines.

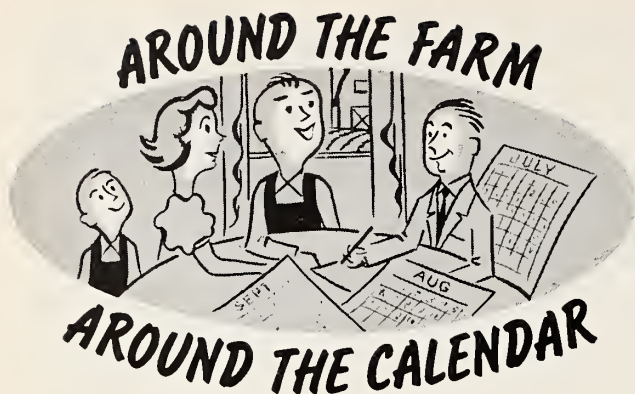
Miss White and her assistant, Imogene Romino, set up shop in the trailer park's small community room, used regularly as the laundry. Questions came thick and fast. Especially eager to learn was one young woman, Mrs. Gordon Roff, pictured here with her 2-year-old daughter. Her husband is encouraging her with the promise of a new sewing machine. They have 4 children to sew for.

It only takes one person to get an idea like this started. In this case it was a homemaker in the park who had learned to sew in a home demonstration club in an adjoining State. She knew Extension was everywhere and inquired at the county seat for extension help.

North Carolina Women Cited for Cancer Crusade

North Carolina has won an American Cancer Society "Cancer Crusade Citation" for a State home demonstration club project in cancer education among farm families. Only six citations were given in the United States this year.

The citation was based on a series of programs which began with Farm and Home Week last year. The American Cancer Society and district home agents set up 2-day training programs in 5 extension districts for home agents and health leaders. The cancer committee of the North Carolina Medical Society provided personnel to teach the agents and leaders, and they in turn held local meetings to acquaint rural people with cancer detection and treatment.



Planning Is a BOON to EVERY FAMILY

AROUND-THE-FARM planning—with the help of a special county agent—is a boon to the income and everyday life of families just getting established in farming.

That's the unanimous report from families signed up during the past year as farm and home development cooperators with Virgil Butteris, assistant county agricultural agent in west central Wisconsin's Clark County.

Proof of the value of having an agent help plan the business comes from the cooperating families themselves. The idea has caught on so well that Butteris has a waiting list of 80 or more families who would like his service.

But there are many other people who also benefit from Butteris' work. He writes a monthly news letter that goes to the cooperators and another 70 families who have requested it.

Also, Butteris and the regular county agent, Stanley Ihlenfeldt, held a special school last year for a number of former displaced families who now farm in Clark County, conducting 15 meetings between mid-January and seeding time, and covered "everything from how to get a driver's license to all basic farming topics."

Plans for the coming winter are to hold more of the same type classes, this time adding an English course for the farm wives.

One endorser of the special school, and also a cooperator with the farm and home development project, is John Jarynuk, a native of the Ukraine, now farming in Clark County.

"The problems that we people from Europe have are many—language, financial, and lack of farming ex-

perience—but Butteris and Ihlenfeldt have told us a lot of what we needed to know about basic farming."

Clark County hired Virgil Butteris as assistant county agent for farm and home development a year ago. He and Ihlenfeldt wanted to make sure the county people knew what the idea was all about.

First, the local chairmen of all 33 townships in the county were told what Butteris was there for, and how he would be handling farm and home development. They gave him the names of farm families who had moved onto county farms within the past 10 years.

Second, Ihlenfeldt and Butteris met with most of the area real estate agents, to make a complete check on what farms had recently changed hands. This way, they learned new farm owners immediately, and were able to serve as a "welcoming committee" to farm people who had just moved in.

First Contacts

The result of Butteris' and Ihlenfeldt's campaigning was better understanding of farm and home development by the county board, and strong support when it was needed.

The list of young farmers that Butteris had collected from the town chairmen were his first contacts for getting prospective cooperators. He sent a letter to all the families the chairmen had mentioned, explaining the farm and home development program, and urged people needing such assistance to sign up.

Then by return mail and direct contact, he signed up cooperators from every farming area in the county.

Butteris isn't the only extension worker here who can sign up farm folks for farm and home development. Ihlenfeldt or Dorothy Hilton, county home agent, often make the first contact with the family.

Each cooperating family receives four scheduled visits per year from Butteris or another of the extension agents, but they are always available to see families who have special problems at other times.

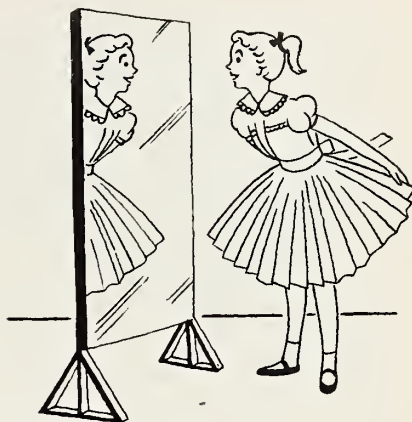
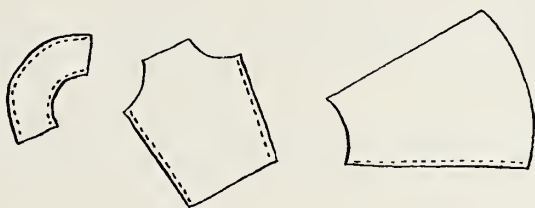
Taps Other Agencies

As soon as he starts working with a family, Butteris gets the rest of the agricultural agencies in on the project wherever extra assistance is needed. Butteris always carries sign-up sheets for the Agricultural Conservation and Stabilization office. Farmers who tell Butteris they'd like to get ASC help for pasture renovation, forestry work, or liming can sign up for these benefits right on the spot.

Then Butteris sits down with the family and helps plan, improve, or reorganize the year-round operations to bring the best income. Sometimes it just means keeping better records. Other farms need a shift from one type of farming to another, while still others may need only a heavy fertilizer and liming program.

As a result of trying to tell as many farm families as possible about the Extension Service, the two county agents have sparked their interest and started their thinking toward needed changes. Through the monthly letters they keep in touch and give some help until it is possible to meet with them personally.

Complete—Not Compete



A satisfying project experience in 4-H

LUCILE HIESER SEVOIAN, Former Illinois Home Economics 4-H Club Specialist.

A brief report on a recent study of attitudes and experiences of 128 10- and 11-year-old 4-H Club members enrolled in clothing projects in McLean, Ill.

Laurel Sabrosky of the Federal Extension Service makes the following comments on this study:

MRS. SEVOIAN makes two points in this section of her article which are of particular interest. One is the girls' lack of knowledge of the meaning of the four H's. If the girls are working toward the right objectives, it is really unimportant that the symbols apparently mean something different to them than they do to us adults. Most symbols and words, as well as signs and figures, mean different things to different people. It is the final result that counts and not the immediate, specific knowledge of correct symbol interpretation.

The other point pertains to 4-H's lack of knowledge of completion requirements. This has also been found true in other studies, and with older members as well. Other studies have shown that members have thought they had "completed," only to find they have not, and as a result got no recognition for what they considered a completed job. I believe this is a challenge to extension workers to better inform both local leaders and 4-H members as to completion requirements, since recognized achievement is very important, especially to younger 4-H members.

OUTSTANDING 4-H Club members have told us what 4-H Club work means to them, but what do we know about the concepts of 4-H that the rank and file members have? This was a basic question in a recent study of attitudes and experiences of 128 10- and 11-year-old 4-H Club members enrolled in clothing projects in McLean County, Ill.

Project work was the most important phase of the club program to these young 4-H'ers. In describing 4-H, almost all of the 128 girls interviewed said, "You do sewing (cooking, and so on)" or "You learn to do things." Project work was mentioned as the part of 4-H that more members liked best than any other phase of the program. More members also expressed appreciation for 4-H membership because of project work they had done and what they had learned rather than because of other reasons.

In their descriptions of 4-H, three-fifths of the members told about extra activities, such as tours, camps, parties, and the county 4-H Club show. One-half of the members described 4-H as being fun. Other characteristics mentioned with much less frequency were that 4-H is a club and meetings are held, talks and demonstrations are given, and there are recreation and refreshments.

A few of the members looked upon 4-H as a place where they were part of a group, were with friends, or got acquainted with others. One-fifth of them described it as something interesting, nice, or well liked. Only 2 of the 128 girls mentioned getting prizes in 4-H.

These and other findings in the study emphasize the importance of a satisfying project experience for beginners in 4-H. However, they point out that a program of project work alone will not satisfy all beginners. Extra activities, recognized as essential supplements to project work for older boys and girls, appear to have much appeal to young 4-H'ers also.

Few Knew Symbols

The club members were not as aware of 4-H symbolism and requirements as leaders might expect. Less than half of the members knew that the four "H's" stand for "head, heart, hands, and health." Only one-third could name more than 2 of the 5 requirements listed in all project handbooks and expected of all Illinois 4-H Club members. All but five of the girls had completed these requirements; also, all local club achievement programs had been held previous to the interviews. Yet, over two-thirds of the members did not know the meaning of an achievement member: one who has completed the five requirements.

Completing a project was the requirement most often given. This may suggest that completion of other requirements was less satisfying, less recognition was given for their completion, or minimum requirements need evaluation.

The apparent lack of the idea of prize-winning in these members' concepts of 4-H is noteworthy. The satisfaction received from ratings on project work was not entirely related to

(Continued on next page)

(Continued from page 149)

the level of the rating but was influenced also by comments of the judges and attitudes of leaders and parents toward the rating given.

4-H Clothing Training for Mothers, Too

In this section of Mrs. Sevoian's article, her data verify the findings of some other studies. Many of our 4-H members get their training in subject matter from their parents and not from leaders. She points up very well the importance of recognizing this fact and doing something about it. At the present time, surveys indicate that leaders are not yet receiving adequate training for their jobs. These data show that leaders need even more training than we have been thinking they need. Other studies have shown that young 4-H members who do not receive adequate project help from either their parents or their leaders are likely to drop out of 4-H Club work.—Laurel Sabrosky.

It was a surprise to learn how much 4-H Club girls depend upon their mothers for help in learning to sew in 4-H clothing project work. Recognizing that all mothers do not know the fundamentals in sewing, can we stop with training of leaders? If club members, especially beginners, are to have the guidance needed to insure a satisfying project experience, perhaps we should begin with the mothers. Of course, the answer to this question is dependent upon where club members do their sewing and who helps them learn how to do each step of construction.

There is considerable variation in the opportunities members had for doing project work under direct supervision of club leaders. Slightly over one-tenth of the members did not sew at club meetings. Nearly three-fifths could work on their projects at regular club meetings, and slightly over that proportion had opportunities to sew at special work meetings.

Only 4 of the 128 girls in the study finished all of their project work at club meetings. One-fourth did the

majority of it at club meetings, one-fourth did all of it at home, another one-fourth did the majority of it at home, and others did equal amounts at the club and at home. Slightly over one-half of the girls did the beginning steps in construction at club meetings, but only 7 percent did the finishing touches there.

Another major principle our study revealed is this. Clothing project work will be more satisfying to every one concerned when the standards by which it is judged are made known to those helping the club member learn to sew.

When asked whom they thought helped them the most in learning how to make their garments, slightly less than one-half of the members named their leaders and one-third named their mothers. The remaining members said that they were helped most by other persons or equally by their leaders and mothers.

Where mothers are giving as much help to 4-H'ers as they were in this study, it would seem wise to make an effort to give mothers information or training on clothing project work. To be effective this training must be given before members begin project work. All too often mothers have learned this type of information at county shows or exhibit days after the children's garments have been completed.

How To Reach Mothers

Where club members do their sewing and who helps them learn to sew may vary considerably among the clubs in a county or within a local club. How familiar mothers are with the 4-H program also may vary. Thus it is suggested that the local clothing leader be responsible for giving information and help to mothers. The leader in turn should have training on ways of working with mothers.

Various methods could be used in reaching mothers, such as inviting them to club meetings, having special meetings for them, making home visits or telephone calls, or using circular letters. Work meetings could be held to teach new construction techniques or to help mothers with limited sewing experience. The use of a leaflet explaining the clothing project objectives, requirements, and recommendations is desirable also.

A Nugget Buy

(Continued from page 142)

bers, but usually independent farmers are their own marketing agents, selling directly to military buyers, retailers, or consumers.

Gazaway hopes the extension marketing project will unite efforts of all agencies helping Alaskan farmers, retailers, and consumers. The Alaska Department of Agriculture, chambers of commerce, agricultural experiment station, extension service, marketing associations, and home demonstration clubs promote Alaska produce.

This year's plan includes work with Alaskans interested in quick-freezing vegetables and in prepeeling potatoes for commercial use. Outlets for new Alaskan products are part of the program. Vegetables such as kohlrabi grow and yield well, but sell in small volume. Merchant and consumer education are needed to open this market for farmers.

Marketing of native berries was started in 1954. It is a program that could be expanded to increase income of families in isolated villages. Managers of exclusive food stores in the States have shown interest in Alaskan berries as specialty items. Gazaway is investigating this possibility for the late summer berry crop.

In 1955 several air shipments of 100 to 200 pounds of low-bush cranberries were sold successfully by Carr's Food Center. The berries' popularity was proved by the speed with which they sold. Gazaway served as liaison between the store and Mrs. Denton Moore, of Kokhonak Bay, who dealt with pickers. He helped retailers with the pricing and merchandising and kept home agents informed so that they could provide publicity and berry recipes.

Native blueberries are another potential crop for Alaskan markets. With both berry crops there are problems to solve in picking, harvesting, transportation to market, and publicity. Communications are poor; mail may take a week to reach villages, and radio connections often are unsatisfactory.

Concentrated promotion effort is scheduled for August—Alaska Farm Products Month. "Nugget—the potato" will help merchants identify Alaskan-grown products for the summer.

They call it the . . .

Mile and a Half Show Window

GORDON ELLIS, Nassau County Agent, Florida



IN NASSAU COUNTY, FLA., the 4-H Clubs have an unusual educational opportunity. They are responsible for the development of a strip of land 1 mile long and half a mile wide along U. S. Highway No. 1. On this 350 acres, a timber grazing and game program has been developed, which gives it the name "Mile and a half show window."

This area is part of a tract of 740 acres of flat woodland which the Navy owned during the war but did not use. The merchantable timber and trees had been cut off, leaving very little but stumps and wire grass, a

fertile spot for fires to spring up.

The 4-H Club boys have planted 125,000 slash pine seedlings since 1949. The basic management plans show 263 acres in pine-type land, 11 acres in hardwoods, 39 acres in pasture, 5 acres of barrow pit to be made into a fishpond, 5 acres in roads, and 27 acres for such purposes as field crops and buildings.

Near the entrance of the property is a circle drive which takes in a little over an acre. This is the arboretum or tree garden. Every variety of Florida native tree is being planted here.

Over 50 of the 125 4-H Club boys in the county have worked on the project planting trees, picking up roots, working on fences, precommercial thinning, and other similar assignments. They have planted 500 red cedar seedlings, 500 catalpa seedlings, 100 tulip poplar, and 50 tupelo gum seedlings. One of the local leaders is now supervising the work.

Cooperating with this project are the local school board, the Florida Forest Service, the Agricultural Extension staff, and a group of project advisers.

A Useful Yardstick

Using a point system, the 23 home demonstration clubs in Caddo Parish, La., set up a scorecard to measure their achievements during the year. Mattie Mae English, home demonstration agent for 31 years, conceived the idea as another technique to encourage participation in club activities.

Some goals toward which they worked were: Increased membership, regular attendance, full representation at council meetings, prompt beginning and ending of meetings, and ready participation in community services, such as encouraging women to register and vote.

Hello, Neighbor

A young farmer in Belmont County, Ohio, walked into the courthouse and asked where the Agricultural Extension office was. An office worker replied, "I never even heard of it."

That started County Agents R. W. Lang, William M. Shaw, and Robbie

E. Latta to thinking about how they might become acquainted with their fellow workers in the courthouse. They finally decided to put out the welcome mat and have an open house. While their 80 some visitors munched cookies and sipped coffee, the staff explained what extension folks do to help farm families. Hopefully, their office neighbors next time will say, "Extension office? Right down the hall is where they'll help you."

You Are Important People

Over 100 Maryland homemakers who were elected county committee chairmen met in Baltimore to find out the answer to "What is my job?" State chairmen and State staff members of the Extension Service emphasized the importance of the chairmen's responsibilities and their privileges as "important people."

The chairmen met with specialists and exchanged ideas, set up objectives and goals. Publicity chairmen, for example, planned workshop train-

ing meetings in newswriting with emphasis on recognition of club achievements. Health and safety chairmen decided to emphasize fire prevention, driver education, child safety, and wider understanding of the services from local health departments. Citizenship chairmen pledged themselves to work toward greater participation in community affairs.

Review of The Range and Pasture Book

This unusually well-illustrated book by Donahue, Evans and Jones can be recommended for use in schools as a basic text for vocational and general agriculture, and veterans training courses. It is valuable for results of experimental work with grasses and their uses in farming operations, and would serve well for home demonstration clubs to learn more about grasslands.—*W. R. Tascher, Federal Extension Service*. Published by Prentice-Hall, Inc., Englewood Cliffs, N. J., 1956, 406 pp.

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YOUR BULLETIN DISPLAY RACK

Victor Stephen, Staff Artist,
Pennsylvania State College of
Agriculture

Our old bulletin rack didn't tempt passers-by; the "before" photo shows why. In fact, when people did stop they often couldn't tell what was offered because the wooden crossbars blocked out titles, and the bulletins were continually falling in front of one another. Unsightly wires put up to keep the larger publications from hanging over the edge didn't help the appearance either.

But that's all changed now as you can see by the "after" picture, and it didn't take much time or effort either. Since the foundation of the old rack was strong, we merely replaced the crossbars and wires with precut sheets of one-fourth-inch transparent plastic. The plastic was screwed to wooden dividers on the shelves, making individual compartments for each publication. A new coat of dark green paint covered the old brown stain. The supply of publications is kept up to date and replenished when necessary.

If your display rack is in the "before" class, why not remedy the situation with the little time, money, and effort necessary to make it a really serviceable "bulletin salesman."

